

MAR -6 1925

©CIL 21207

(LIVES)

NEW LIVES FOR OLD

Photoplay in 7 reels

Adapted by Adelaide Heilbron

Directed by Clarence Badger

Author of the photoplay (under section 62)  
Famous Players Lasky Corporation of U.S.

"New Lives For Old" Is 7 Reels—6,796 Feet Long

PARAMOUNT

# PRESS

Adolph Zukor  
**BETTY**  
"NEW LIVES FOR OLD"  
With Wallace MacDonald  
Sheldon Lewis  
Adelaide Hall  
Clarence Badger  
Directed by  
A Paramount Picture

James L. Lasky Present  
**COMPSON**  
"NEW LIVES FOR OLD"  
Wallace MacDonald, Theodore Kosloff  
Sheldon Lewis  
Adelaide Hall  
Clarence Badger  
A Paramount Picture

PURPOSE: To Help You

Sell the Picture to the

## "NEW LIVES FOR OLD", IS A GREAT ROMANTIC DRAMA

### PUTTING IT OVER RIGHT

Play this one up as an intense dramatic story of a French dancer's life—with the World War as a tremendous background—and kept right there, in the background..

Newspaper teasers—"Are you tired of sham and pretense and false pride? You can find NEW LIVES FOR OLD at the ....."

"Betty Compson got NEW LIVES FOR OLD! Why not you?"

In the WANTED columns of the papers simply run the title of the picture.

Another—in the PERSONAL column: "If you want NEW LIVES FOR OLD see me. (signed) Betty Compson, c/o ....." Theatre."

Any number of tie-ups here with merchants offering to exchange anything old for something new.

"Now's the time to turn in your old car for a late model Cadibaker." Furniture stores and so on down the line.

A stunt with travel bureaus—"It'll make a new man out of you—a trip to ....." Run this under the head "New Lives for Old."

Patent medicines, health resorts, savings banks, Salvation Army, reform societies—all can be hooked up in some way with this one.

In your lobby, run a picture of Betty in the gorgeous costume she wears as Paris' favorite dancer alongside of one which shows her as a country girl—"New Lives for Old." Modiste tie-ups here, too.

Again, run a picture of Betty disguised as the old washer-woman in the picture in the papers. "Guess who this is?" Might even offer free tickets for the first ten correct answers.

If your patrons take to war pictures play up this angle with flags, etc., in your lobby. The aerial battle between the two planes in the picture could be played up big.

Novelty ad: "The old, old, story makes a brand new picture—"New Lives for Old," starring Betty Compson at the ..... all this week."

Are you a regular herald user? You will be after seeing the one Paramount has gotten out on this production.

THE story is a stirring tale of Paris and America, with the plot daring of a young woman, a famous dancer, who sacrifices love for the sake of her country.

The time is the summer of 1918 and the world re-echoes to the sound of war, but Paris holds her sunshine place as playground of the world.



Betty Compson, Wallace MacDonald and Theodore Kosloff in the Paramount Picture "New Lives for Old"

Three-column Production Mat 3P

## THE STORY IN BRIEF

BETTY is the celebrated Parisian dancer, Olympe, whose cafe is a rendezvous for soldiers going to the front and on leave, and for French officials. The time is the summer of 1918. Olympe spends every holiday as a peasant girl on her aunt's farm in Normandy.

There, under these conditions, she meets Hugh Warren, a young American captain taking his command up to the front. They fall in love. He tells her she resembles Olympe, whom he has seen but whom he dislikes. He goes to the trenches; she returns to Paris.

Spurred to new patriotic favor by her love, Olympe becomes enraged when a civilian in the audience fails to rise when she proposes a toast to France. She hurls a glass of wine into his face. Then a waiter hurries forward with a crutch, and when the man

**Cast**  
Olympe . . . . . BETTY COMPSON  
Hugh Warren,  
Wallace MacDonald  
De Montrichard,  
Theodore Kosloff  
Pugin . . . . . Sheldon Lewis  
Jean Bertaut . . . . . Jack Joyce  
Widow Turrene,  
Margaret Seddon  
Senator Warren,  
Joseph Dowling  
Mrs. Warren . . . . . Helen Dunbar  
Berthe . . . . . Gale Henry  
Nancy . . . . . Marvel Quivey  
Cafe Manager . . . . . Ed Faust

Olympe gives chase, communicates with the intelligence department, and as the German plane soars up a French plane appears

## "NEW LIVES FOR OLD" AT RIALTO

Betty Compson Starred in New Paramount Film

(Synopsis Story)

"NEW LIVES FOR OLD", a Paramount picture starring Betty Compson, is a stirring, fast-moving story of international intrigue and war-time romance. Betty Compson, as Olympe, a famous Parisian dancer, is caught in the net of international intrigue and war-time romance. She is forced to sacrifice everything for her country.

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# SHEET

Adolph Zukor and  
**BETTY**  
"NEW LIVES FOR OLD"  
With Wallace MacDonald  
She  
Adaptation  
Directed  
A Paramount Picture

Adolph Zukor Present  
**COMPSON**  
"NEW LIVES FOR OLD"  
Wallace MacDonald, Theodore Kosloff and  
Sheldon Lewis  
by Adelaide Heilbron  
Clarence Badger  
A Paramount Picture

Sell the Picture to the Public.

## IS A GREAT EMOTIONAL STARRING BETTY COMPSON

### FINE MYSTERY-ROMANCE FROM SUCCESSFUL PLAY

Wallace MacDonald, Theodore Kosloff,  
Sheldon Lewis Featured in 2nd  
Famous Forty Picture

IN "New Lives for Old," Betty Compson plays the role of Olympe, famous Parisian dancer and the toast of the French capital. She lives an outward life of glitter and gaiety but spends her holidays on a little farm in Normandy, where she meets and falls in love with a young American army captain, who is leading his men up to the front.

Betty becomes attached to the French intelligence department and her first assignment is to spy on the movements of an enemy officer parading in the guise of a French soldier. The fellow is infatuated with Betty so her task is a comparatively easy one. She reveals his plot and later discovers that she had saved the division of the man she loves.

Betty and Hugh Warren, the American, played by Wallace MacDonald, are married and go to America. Just when audiences think that everything is about to end as all such stories usually do, along comes the German spy, who had miraculously escaped when his plane was brought down on the battlefield. Posing as a French nobleman, he has become engaged to Hugh's sister.

What happens when Betty denounces him for what he is and he reveals Betty as the notorious French dancer, Olympe, furnishes the "kick" in the story.

MacDonald, making his debut in Paramount pictures in this production, is featured with Theodore Kosloff in the role of the German spy, and Sheldon Lewis, Kosloff's plie, in support of the star in "New Lives for Old," which was adapted for the screen by Adelaide Heilbron. Clarence Badger directed.



Betty Compson  
in the Paramount Picture  
"New Lives for Old"  
Production Mat 1PA

### FILM FACTS

#### Star

BETTY Compson, right now on the crest of a great box office wave of popularity. Betty never had such an opportunity to display her superb dramatic powers as in this famous French drama. When you see "New Lives for Old," you will realize that she loved it, lived it, put all her heart and soul into it during the weeks

#### Director

Clarence Badger, who takes a back seat for no other screen producer. He has chalked up any number of picture successes.

#### Featured

Wallace MacDonald, Theodore Kosloff and Sheldon Lewis. MacDonald, making his debut in Paramount pictures in "New Lives for Old," played in "Thy Name Is Woman," "The Spoilers," "The Sea Hawk" and others. Kosloff was recently seen in DeMille's "The Golden Bed" while Lewis appeared in "The Top of the World," etc.

#### Scenarist

Adelaide Heilbron.

#### Cameraman

Guy Wilky, who "shot" William de Mille's "The Bedroom Window," "Locked Doors."

#### Type of Story

A tense, swift-moving drama of wartime in which the girl, a celebrated Parisian dancer, is caught in the meshes of the French secret service and forced to sacrifice everything—apparently even her



Betty Compson and Theodore Kosloff  
in the Paramount Picture "New Lives for Old"  
Two-column Production Mat 2P

### "NEW LIVES FOR OLD" AT RIALTO

Betty Compson Starred in New  
Paramount Film  
(Synopsis Story)

"NEW LIVES FOR OLD," a Paramount picture starring Betty Compson, is featured all this week at the Rialto. It is a stirring, fast-moving story of international secret service, war-time intrigue and everything for her

celebrated Parisian dancer, Olympe, who spends her holidays on a little farm in Normandy. There she meets a young American army captain, who is leading his men up to the front. The time is



ground.  
Newspaper teasers—"Are you tired of sham and pretense and false pride? You can find NEW LIVES FOR OLD at the . . . . ."  
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Novelty ad: "The old, old, story makes a brand new picture—"New Lives for Old," starring Betty Compson at the . . . . . all this week."

Are you a regular herald user? You will be after seeing the one Paramount has gotten out on this production.

And don't pass up the crossword puzzle, teaser window card and other seat-selling ad sales material illustrated on the following pages.

Can a notorious woman don the cloak of respectability when she marries and thus shut out the intrigues of her colorful past? Get them talking about this. You could even print the opinions of prominent local women in the papers.

Teaser: Happiness loomed ahead of her—and then came rumors out of her past. Did she win "New Lives for Old."



Betty Compson in the Paramount Picture "New Lives for Old"

Production Mat 1PB



Betty Compson, Wallace MacDonald and Theodore Kosloff in the Paramount Picture "New Lives for Old."

Three-column Production Mat 3P

## THE STORY IN BRIEF

### Cast

Olympe . . . . . BETTY COMPSON  
Hugh Warren, . . . . . Wallace MacDonald  
De Montrichard, . . . . . Theodore Kosloff  
Pugin . . . . . Sheldon Lewis  
Jean Bertaut . . . . . Jack Joyce  
Widow Turrene, . . . . . Margaret Seddon  
Senator Warren, . . . . . Joseph Dowling  
Mrs. Warren . . . . . Helen Dunbar  
Berthe . . . . . Gale Henry  
Nancy . . . . . Marvel Quivey  
Cafe Manager . . . . . Ed Faust

Olympe gives chase, communicates with the intelligence department, and as the German plane soars up a French plane appears. A duel in the air ensues; the German plane is felled, but no one sees de Montrichard escape from the wreckage.

Joyously, Olympe learns that her service has saved the 42nd division, to which Hugh is attached. But ugly rumors link her name with de Montrichard. The government overcomes this by officially announcing her death.

Olympe marries Hugh and goes to Washington, where she is well received by the eminently respectable family of her husband. Hugh's young sister, Nancy, becomes engaged to a French nobleman, to whom Olympe is, in due course, introduced. He proves to be de Montrichard. The showdown comes with Olympe unmasking de Montrichard and his revealing her as a notorious dancer.

French agents take de Montrichard away and Olympe, denounced by her husband's family, is preparing to leave for home when the one-legged civilian from Paris shows up. He is now in the French diplomatic service and says he has been searching all over America for Olympe, who is to be decorated for her splendid work for France.

Then comes reconciliation and her old life disappears forever in the happiness of the new.

## "NEW LIVES FOR OLD" AT RIALTO

Betty Compson Starred in New Paramount Film

(Synopsis Story)

"NEW LIVES FOR OLD", a Paramount picture starring Betty Compson, is a feature all this week at the Rialto Theatre. It is a stirring, fast-moving story of international secret service in a war-time world. Betty is caught in a net of intrigue and forced to sacrifice everything for her country.

Betty is a celebrated Parisian dancer, Olympe. Last of the boulevardier holidays she is a humble peasant girl at in Normandy. There Hugh Warren, a young man taking his command up the front. The time is 1918. She and Warren fall in love. He goes on to war; she returns to Paris.

She is fired to patriotic heights and she is furious one night when she finds that a young civilian has risen to drink her toast to France. She hurls a glass of wine into his face only to discover that he has not risen because he has only one leg. She is overcome by grief, but the young man tells her that if her love for France is strong, she will demonstrate a practical way. Thus she becomes an agent of the French secret service.

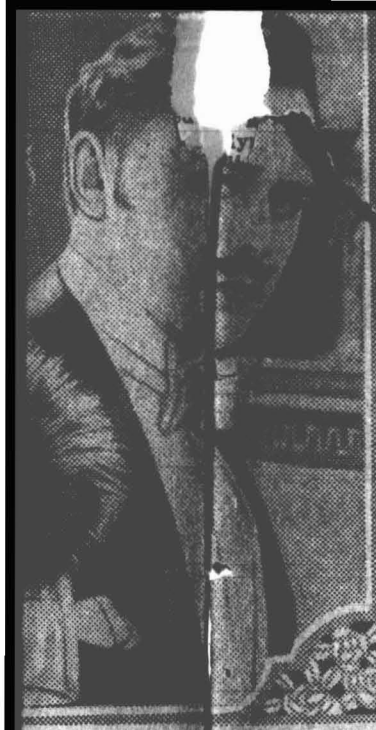
Her first commission is to spy upon de Montrichard, suspected of German affiliations. Apparently a French major. She repeatedly makes advances to her and she hates him. As the first step in her scheme she yields to his advances and goes off to his apartment. There, one night, she learns he has information concerning Hugh, who is now in the trenches. His message, written on the cuff of his shirt, is to be taken by an old washerwoman to a German airplane waiting in a lonely field near Paris.

Betty impersonates the washerwoman and gets the message, but before she can get away the real washerwoman appears and her disguise is discovered.

From that point the story moves to a dramatic climax always with the red glare of war thundering in the background.

Wallace MacDonald, Theodore Kosloff and Sheldon Lewis are featured in support of Miss Compson in this production, directed by Clarence Badger. Other big names in the cast include Jack Joyce, Margaret Seddon, Helen Dunbar, Joe Dowling.





in the Paramount Picture

## BRIEF

### "NEW LIVES FOR OLD" AT RIALTO

Betty Compson Starred in New Paramount Film  
(Synopsis Story)

**NEW LIVES FOR OLD**, a Paramount picture starring Betty Compson, is featured all this week at the Rialto Theatre. It is a stirring, fast-moving story of international secret service and war-time intrigue caught in the net of intrigue and forced to sacrifice everything for her country.

Betty is a celebrated Parisian dancer, Olympe, who on her holidays she is a humble peasant girl at her aunt's in Normandy. There she meets Warren, a young American mand up to the front. The time is 1918. She and Warren fall in love. He goes on to war; she remains in Paris.

Newly returned to Paris, she is fired to patriotic heights. One night she is caught by a young civilian who tries to drink her. She hurls a glass of wine into his face only to discover that he has only one leg. She is overcome by grief, but the young man tells her that if her love for France is strong, she will find a practical way. She becomes an agent of the French secret service.

Her first commission is to spy upon de Montrichard, suspected of German affiliations. She repeatedly meets him, because he has advances to her and she hates his scheme. She goes off to his apartment. There, one night, she learns he has a superfluous leg. His message, written on the cuff of his shirt, is to be taken to a German airplane waiting in a lonely field near Paris.

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**I**N "New Lives for Old," Betty Compson plays the role of Olympe, famous Parisian dancer and the toast of the French capital. She lives an outward life of glitter and gaiety but spends her holidays on a little farm in Normandy, where she meets and falls in love with a young American army captain, who is leading his men up to the front.

Betty becomes attached to the French intelligence department and her first assignment is to spy on the movements of an enemy officer parading in the guise of a French soldier. The fellow is infatuated with Betty so her task is a comparatively easy one. She reveals his plot and later discovers that she had saved the division of the man she loves.

Betty and Hugh Warren, the American, played by Wallace MacDonald, are married and go to America. Just when audiences think that everything is about to end as all such stories usually do, along comes the German spy, who had miraculously escaped when his plane was brought down on the battlefield. Posing as a French nobleman, he has become engaged to Hugh's sister.

What happens when Betty denounces him for what he is and he reveals Betty as the notorious French dancer, Olympe, furnishes the "kick" in the story.

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Betty Compson and Theodore Kosloff  
in the Paramount Picture "New Lives for Old"  
Two-column Production Mat 2P

### "New Lives for Old" Coming

(Synopsis Story)

**T**HE amazing scheme of plot and counterplot which went on behind the lines during the World War; the silent net which tangled strange victims in its strands—

Some of these things are revealed for the first time in Betty Compson's new starring picture for Paramount, "New Lives for Old", coming to the Rialto Theatre next.....for a.....days' run.

The story is one of Paris in 1918—even in war-time the colorful, carefree playground of the world. Betty plays Olympe, famous dancer who becomes mixed up in the workings of her country's secret service and makes every sacrifice—even her good name—for France.

Wallace MacDonald, Theodore Kosloff and Sheldon Lewis are featured in support of the star. MacDonald has the role of Hugh Warren a young American army officer Betty meets while on her aunt's farm in Normandy, where she always spends her holidays—away from the glamour of the French capital. Kosloff is cast as

a German spy, posing as a French officer, and Lewis is his right hand man, Pugin.

Betty first sees Hugh on the farm, where his company is billeted on its way up to the lines. They fall deeply in love. Warren leaves for the front and Betty goes back to Paris, where, through a peculiar twist of affairs, she meets Jean Bertaut of the French Intelligence Department. He shows her how she can really be of service to France and induces her to use her influence over the infatuated de Montrichard (Kosloff) to procure information of his secret proceedings.

So Betty begins to visit de Montrichard in his apartment and things start to happen in rapid succession.

With the Armistice, Betty and Hugh are married and go to America where de Montrichard pops up from nowhere and almost ruins things for everyone concerned.

The picture closes with the arrival of Bertaut, now in the French diplomatic service, who has searched high and low for



Betty Compson  
in the Paramount Picture  
"New Lives for Old"  
Production Mat 1PA

## FILM FACTS

### Star

**B**ETTY Compson, right now on the crest of a great box office wave of popularity. Betty never had such an opportunity to display her superb dramatic powers as in this famous French drama. When you see "New Lives for Old" you will realize that she loved it, lived it, put all her heart and soul into it during the weeks it was being made.

### Director

Clarence Badger, who takes a back seat for no other screen producer. He has chalked up any number of picture successes.

### Featured

Wallace MacDonald, Theodore Kosloff and Sheldon Lewis. MacDonald, making his debut in Paramount pictures in "New Lives for Old," played in "Thy Name Is Woman," "The Spoilers," "The Sea Hawk" and others. Kosloff was recently seen in DeMille's "The Golden Bed" while Lewis appeared in "The Top of the World," etc.

### Scenarist

Adelaide Heilbron.

### Cameraman

Guy Wilky, who "shot" William de Mille's "The Bedroom Window," "Locked Doors."

### Type of Story

A tense, swift-moving drama of wartime in which the girl, a celebrated Parisian dancer, is caught in the meshes of the French secret service and forced to sacrifice everything—apparently even her great love for an American army captain—for her country.

It is a succession of thrills, linked together into one of the most remarkable plays of recent years.

### Box Office Value

Primarily, this isn't a war story at all. It's just a corner of life laid bare—a page torn out of a girl's diary and spread for all the world to read. But it is definitely linked with the war just as all our lives were during those tense years.

Don't forget that all through the story runs a delightful feeling of mystery. A mysterious light flashes at regular intervals in the glass knob of a dresser drawer in the spy's apartment; secret panels in the wall slide open with menacing smoothness; there is mystery about the fascinating Kosloff.

The whole piece is full of suspense, in fact.

Betty, decorates her for her splendid work for France and so smoothes the way for a happy ending.

"New Lives for Old," directed by Clarence Badger, was written for the screen by Adelaide Heilbron. Jack Joyce, Margaret Seddon, Joe Dowling, Helen Dunbar and others appear in the strong supporting cast.





*Fill that Space with a Paramount*

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

**Betty Compson**



in  
**"NEW LIVES FOR OLD"**

THE romance of a favorite French dancer who tried to hide her past from a man she loved.

And when he learns the truth—?

Betty in a remarkable double role twice as fascinating as you've ever seen before.



WITH  
**WALLACE MACDONALD  
THEODORE KOSLOFF  
SHELDON LEWIS**

*Four-column Newspaper Advertisement 4A*

## Catchy Ad Catchlines

From the bright lights of Montmartre to a midnight battle in the air; from the flirtations of Parisian jazzland to a new, abiding love.

The romance of a girl who thought it too dangerous to bare her past—and found it doubly dangerous to hide it.

A story of Paris night life and the upper heights of American society.

**BETTY COMPSON**  
in  
**"NEW LIVES FOR OLD"**

With  
**Wallace MacDonald, Theodore Kosloff  
Sheldon Lewis**  
*A Paramount Picture*



She had herself officially declared dead—and then she attended her own funeral! See "New Lives for Old."

Betty Compson thrilling you in a picture as big and sensational as "The Humming Bird."

An international romance of Paris and New York, rich in incident and dramatic clash.

**BEAUTIFUL** Betty playing two parts. Leading two lives, living two romances, till fate and France bring happiness at last.

No Compson picture ever had such great entertainment values as "New Lives for Old."

*Two-column Supplementary Press Ad 2A*

**Betty's Best Bet!**

WITH  
**WALLACE MACDONALD  
THEODORE KOSLOFF  
SHELDON LEWIS**  
PRESENTED BY ADOLPH ZUKOR, JESSE L. LASKY



*Two-column Supplementary Press Ad 2*



h a Paramount Newspaper Ad!



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TYCOMPSON  
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lementary Press Ad 2

New Thrills for Everybody!

BETTY  
COMPSON

in

"NEW LIVES  
FOR OLD"

WITH

WALLACE MACDONALD  
THEODORE KOSLOFF  
SHELDON LEWIS



PARIS knew her as  
a daring dancer  
and favorite of many  
men.

But in Normandy  
she was just a peasant  
girl—in love.

And Betty is truly  
wonderful in both!

Her very best pic-  
ture, make no mistake  
about that!

A Paramount Picture  
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



Adaptation by Adelaide Heilbron—Directed by Clarence Badger

Three-column Newspaper Advertisement 3A

BETTY  
COMPSON



THE love story of a Pa-  
risian dancer who  
tried to bury her reputation  
and found it had come back  
to life.

One-column Press Ad 1A

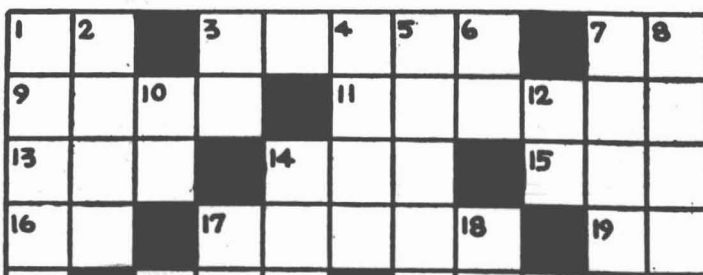
## CROSS WORD PUZZLES—

TWO-COLUMN cross word puzzle  
newspaper mats—similar to the one  
on "New Lives for Old" illustrated be-  
low—are available on each of the "Sec-  
ond Famous Forty" pictures. Mats 10  
cents each.

One-column mats of the solutions may  
be had at your exchange upon request.

You can also secure books containing  
the complete set of 40 puzzles at 8c per  
book.

Crash in on the cross word craze and  
cash in!







WITH  
**WALLACE MACDONALD  
THEODORE KOSLOFF  
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Two-column Supplementary Press Ad 2A

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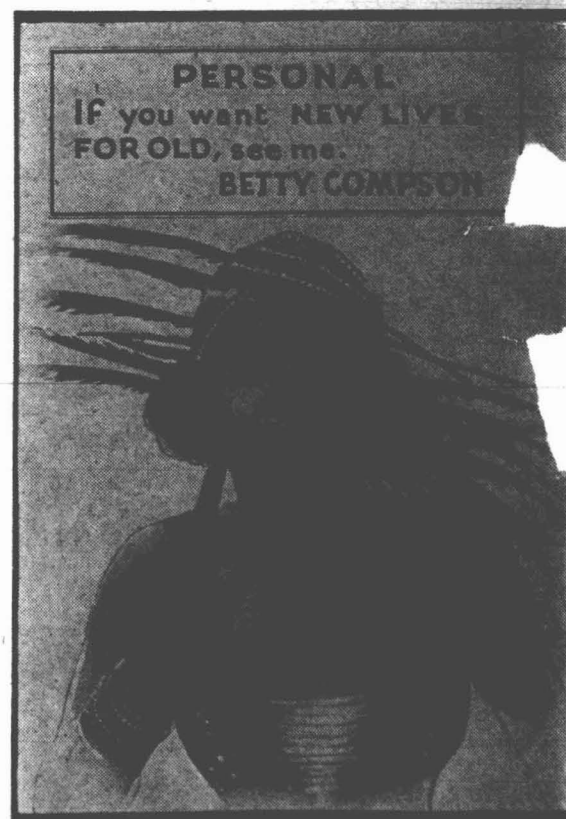
**B**ETTY will make your eyes and heart dance, in the fascinating role of a Parisian dancer who led two lives.

Adaptation by Adelaide Heilbron—Directed by Clarence Badger

Two-column Press Advertisement 2A



Two-column Supplementary Press Ad 2



Clas

This w

The cu  
cover. I

punch sce  
and talk t

Back p  
theatre na

Striking

Only \$

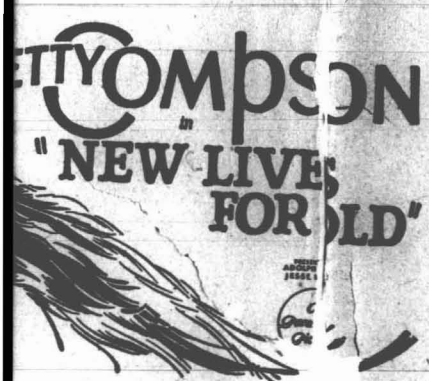


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Supplementary Press Ad 2A



Supplementary Press Ad 2

SONAL  
E NEW LIVES  
me.  
TTY COMPSON



PARIS knew her as  
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and favorite of many  
men.  
But in Normandy  
she was just a peasant  
girl—in love.  
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ture, make no mistake  
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A Paramount Picture  
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



Adaptation by Adelaide Heilbron—Directed by Clarence Badger

Three-column Newspaper Advertisement 3A

**BETTY  
COMPSON**

**FOR OLD**

**THE love story of a Pa-  
risian dancer who  
tried to bury her reputation  
and found it had come back to life**

A Paramount Picture

One-column Press Ad 1A

## CROSS WORD PUZZLES—

**T**WO-COLUMN cross word puzzle  
newspaper mats—similar to the one  
on "New Lives for Old" illustrated be-  
low—are available on each of the "Sec-  
ond Famous Forty" pictures. Mats 10  
cents each.

One-column mats of the solutions may  
be had at your exchange upon request.

You can also secure books containing  
the complete set of 40 puzzles at 8c per  
book.

Crash in on the cross word craze and  
cash in!

1	2		3		4	5	6		7	8
9		10			11			12		
13				14				15		
16			17				18		19	
		20				21		22		
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25		26		27		28				29
30	31		32		33				34	
35		36		37				38		
39			40				41			
		42								

HORIZONTAL

1. Able seaman (abbr.)
3. Girl's name
7. Road (abbr.)
9. Frightening sounds
11. Present U. S. Secretary of Com-  
merce
13. A case
14. Recent
15. Girl's name
16. A Hindoo ejaculation
17. Makes lame
19. Printer's measure
20. A grain
21. A lair of beasts
23. Label
24. To cut
26. Although
28. Antique
30. Towards
32. Rises up
34. "Yes" (Spanish)
35. Advertisements (abbr.)
37. Has eaten
38. Reverend (abbr.)
39. Genuine
41. A Scandinavian
42. Last name of well-known moving  
picture star

VERTICAL

1. Superior of an abbey
2. Hollow sound
3. A college degree (abbr.)
4. Pronoun
5. Pulled
6. An exclamation
7. To interpret (dial.)
8. A play
10. Animal
12. Virginia (abbr.)
14. Man's name
17. Toil, or work
18. Vends
20. An idiot
22. To beckon
25. Leading moving picture actors or  
actresses
27. Tahitian plant
28. Unrefined metal
29. Breathes
31. A poem
33. On top of
34. Japanese coin
36. A bag
38. Fled
40. Behold
41. To perform

NEW LIVES FOR OLD

Two-column Press Advertisement 2AX

## Classy Herald

This will bring them in.

The cut shows the teaser  
cover. Inside pages contain  
punch scenes from the picture  
and talk that will sell seats.

Back page left blank for  
theatre name, dates, etc.

Strikingly colored!

Only \$3.00 per 1,000.





# Stories to Put New Life in Bo

## BETTY COMPSON AT THE RIALTO

Star in Paramount Picture  
"New Lives for Old"

(Synopsis Story)

BETTY COMPSON in the Paramount picture, "New Lives for Old" is the feature at the..... Theatre all this week.

The story is one of Paris in 1918. Betty plays the role of a celebrated Parisian dancer. She spends her holidays as a peasant girl on her aunt's farm in Normandy. Here she meets Hugh Warren, American officer. It is a case of love at first sight. Warren continues on his way up to the lines and Betty returns to Paris where she becomes involved in the French secret service.

It all happens at her cafe which is the headquarters for officers, soldiers on leave, etc. She proposes a toast to France and dashes a glass of wine into the face of one man who falls to rise. She learns later the reason—one leg has been shot away. She apologizes tearfully and he tells her that if she really wants to help her country there is another way.

So it is that Betty sets out on the trail of de Montrichard (Kosloff) a German spy masquerading as a French officer.

The picture goes on to show how Betty's clever little trick of disguising as a washerwoman to get possession of some valuable papers is discovered by de Montrichard. The girl is made a prisoner and the spy takes off by airplane to deliver his message. But Betty manages to get in touch with the Intelligence Department and a French plane sets out after him. There is a great fight high in the skies.

Which wins?

Wallace MacDonald plays the part of Hugh Warren; Theodore Kosloff is the spy and Sheldon Lewis, completing the trio of featured players, is Pugin, his accomplice.

Others in the cast are Jack Joyce, Margaret Seddon, Joe Dowling, Helen Dunbar, Gale Henry, Marvel Quivey and Ed. Faust.

Clarence Badger directed the production, which was written for the screen by Adelaide Heilbron.

## Wallace MacDonald Is Betty's New Leading Man

Wallace MacDonald waited eight years for a chance to play in a Paramount picture. Today he is featured with Theodore Kosloff and Sheldon Lewis in support of Betty Compson in her latest starring picture, "New Lives for Old", directed by Clarence Badger and coming next..... to the..... Theatre.

MacDonald confesses that, since he worked in his first motion picture eight years ago, he has aspired to work at the Paramount studio in Hollywood.

"And for eight years," he says, "the gateman gave me the fishy eye and barred the gate."

"It's a great feeling to be able to walk past him now, monchalantly flipping the ash from my cigaret."

MacDonald is rapidly becoming one of the screen's most popular leading men. He considers his role as Betty Compson's leading man his most important effort to date.

"New Lives for Old" deals with the adventures of a beautiful Parisian dancer caught in the war-time net of international secret service. MacDonald portrays a young captain of American infantry. The time is the summer of 1918.

There's a strong cast, including Jack Joyce, Joe Dowling, Margaret Seddon and others.

## "New Lives For Old" Story Of War-Time Secret Service

Snatches of the strained, hectic life of war-time pass in review in Betty Compson's newest Paramount star-

## BETTY PARISIAN DANCER IN "NEW LIVES FOR OLD"

At the Rialto

Supported by A-1 Cast  
In New Starring  
Picture



BETTY COMPSON starring in  
PARAMOUNT PICTURES

Her tutor was also her friend, Theodore Kosloff, internationally known master of the dance.

For two hours every day she practiced faithfully. By the time the production began she had mastered the intricate steps of the dance she was to portray, and there was nothing artificial about the applause she received from 300 minor players who constituted her audience in the picture.

Her dancing lessons were continued to the final day of production, and by that time Miss Compson had become so interested that she is contemplating dancing lessons as a regular part of her daily routine.

In the story, Kosloff plays a German spy against whom Betty pits her wits and cunning. Theirs is a veiled warfare from beginning to end. It was rather incongruous to see them come from a tempestuous scene and calmly begin rehearsing the dance steps just out of range of the camera.

Kosloff shares featured honors in "New Lives for Old" with Wallace MacDonald and Sheldon Lewis. Clarence Badger directed.

The picture opens on..... at the..... Theatre. Jack Joyce, Margaret Seddon, Helen Dunbar, Joe Dowling and Ed. Faust are a few of the big names in the supporting cast.

## Paarmount Picture, "New Lives for Old," With Betty Compson in the Star Role, Due Here Soon

"New Lives for Old", a Paramount picture starring Betty Compson and coming to the..... Theatre next..... to remain for .....days, is a story of a gay French dancer who is enlisted in the secret service and goes on to show how Betty intercepts an enemy message and so saves the life of the man she loves, an American officer up in the first line trenches.

Wallace MacDonald, featured with Theodore Kosloff and Sheldon Lewis in the production, plays the officer. Kosloff is a German who poses as a French soldier and Lewis works with him.

Betty poses as an old washerwoman in the picture in order to obtain valuable papers from the..... and audiences even suspect it is she until finally..... by Kosloff.

Some of the high spots in the picture, which was adapted for the screen by Adelaide Heilbron, include the airplane fight between a French and German plane in which Kosloff is supposedly sent to his death, only to reappear long afterward in America where he almost ruins the happiness of Betty who has married the American officer. Kosloff, posing now as a French nobleman, has gotten himself engaged to Betty's sister-in-law. Betty and he recognize each other immediately and, needless to say, there is the deuce to pay.

Jack Joyce, Margaret Seddon, Joseph Dowling, Helen Dunbar, Gale Henry, Marvel Quivey and Ed. Faust complete the cast playing in support of Miss Compson in this production, directed for the screen by Clarence Badger.

## Another Good Resolution Gone Wrong

Wallace MacDonald was elated when he was selected for a featured role, in Betty Compson's new Paramount starring picture, "New Lives for Old."

Now he isn't so elated. He has decided that motion pictures have a bad influence on him.

Fired with firm resolves, MacDonald, some time ago, took the pledge never to smoke again. For seven months he shunned the wicked weed.

Then came a sequence in "New Lives for Old" which depicts him as an American army captain, sitting in a dugout in the trenches as a shell explodes and his shelter caves in.

To demonstrate the nonchalance with which the doughboys met these experiences, Director Clarence Badger decided MacDonald should calmly light a cigarette.

## PEPPY REVIEWS FOR THE PRESS

Get Your Local Editors to  
Print One of These  
"New Lives for Old"

Now we look back upon it after these years, there was a lot of glamor in the war-time, at that. In the "New Lives for Old", which opened yesterday, it has all at the moment—the boys psychology of the Armistice, coming marching home—all round for an ap- as a colorful French dancer peeling love, the secret service who is enliry.

of her courtes for Old," adapted for "New I" by Adelaide Heilbron, the screen Compson. Wallace Mac- stars Betty, Theodore Kosloff and Shel- Donald. There featured at the head don Lewis

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It is o Hugh V American He tells whom h likes. I returns. new patriotic fervor by

Spurt Olympe becomes enraged her love alian in the audience re- when a ed when she proposes a mains a dance. She dashes a glass toast to his face, only to discover of wine i for not rising—one leg his reason not away. Betty is over- had been stant, of the French in- come. Be service, tells her that if telligence ants to do something for she really will show her a way.

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## (Review No. 2)

They're offering "New Lives for Old" at the..... Theatre this week.

It's Betty Compson's newest Paramount starring picture directed by Clarence Badger and featuring Wallace MacDonald, Theodore Kosloff and Sheldon Lewis in principal roles. Betty's role is that of a girl of dual personality—a French dancer who spends her off time as a peasant girl on a little farm in Normandy.

Back in Paris, Betty becomes acquainted with a member of the French Intelligence Department who induces her to use her influence over "Major" de Montrichard (Kosloff) to learn something of his secret dealings. It develops that de Montrichard is really an enemy spy and it is up to Betty to get the goods on him". This she proceeds to do and later learns that she has saved the division of the man she loves.

The story then shifts to America with Warren and Betty happily married. The girl is reduced to a French not man, engaged to Hugh's sister, to be de Montrichard's. She is full o unable account. rmer acquaintance



# Life in Box-Office Receipts



## REVIEWS FOR THE PRESS

Local Editors to  
One of These  
"New Lives for Old"

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The story of the screen is one of Olympe, Parisian dancer. Her cabaret is the war-time activity of the French capital, where she spends her holidays on her aunt's farm in Normandy. It is here that she meets (MacDonald), an American officer whom she likes. They fall in love, but whom he dis- likes, she returns to the trenches; she

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## FINE "BEHIND THE LINES" TALE OF THE WORLD WAR

### Betty Compson Star in Big Paramount Picture

BETTY COMPSON'S new Para- mount star picture, "New Lives for Old," coming to the Theatre on.....next, abounds with graphic pictures of the World War, not so much as it was fought in the front line trenches, but as it was worked out by secret service agents behind the lines.

With the rumble of the war as atmosphere, "New Lives for Old" tells the story of a French girl, a celebrated Parisian dancer and the toast of the French capital, who becomes involved in the intricate workings of her country's secret service. Her first assignment is to check up on the movements of de Montrichard, believed to be an enemy spy parading in the uniform of a French officer. Theodore Kosloff, featured with Wallace MacDonald and Sheldon Lewis in the picture, portrays this role. MacDonald is cast as Hugh Warren, an American officer whom Betty meets on her aunt's farm in Normandy where his company is billeted on its way up to the front. Lewis is in league with Kosloff in the production, which was adapted for the screen by Adelaide Heilbron.

Betty later learns that by intercepting a message from de Montrichard to his superior officer she had saved the life of Warren. Hugh and the girl are married and go to America, where the old life seems about to pass for Betty and a new one open up before her. But, by a queer twist of fate, de Montrichard, who has escaped, is in Washing- ton and not only that, he is engaged to marry Hugh's sister.

Here's a situation. Betty and the spy come face to face; there is instant recognition and.....?

Jack Joyce, Joe Dowling, Ed. Faust, Margaret Seddon, Helen Dun- bar are among the more prominent players in the supporting cast of the picture.

### Betty Compson Has Role of Girl Who Leads Two Lives in Paramount Picture, "New Lives for Old"

A famous Parisian dancer and a peasant girl on her aunt's farm in Normandy at one and the same time is the role—or roles, as you will, Betty Compson plays in her new Paramount picture, "New Lives for Old," coming to the.....Theatre next.....

As the picture opens, we find Betty, as Olympe, in her cafe in Paris, the meeting place of soldiers on their way to the front, men on leave.

The scene shifts and we see the girl in the little French village, attired in quaint costume, wooden shoes, etc.—quite a contrast to the bizarre Olympe, toast of the French capital.

Under these conditions, Betty meets Hugh Warren (Wal- MacDonald). His company is billeted on her aunt's farm on the way up to the front. It's a case of love at first sight and the girl promises to wait until he comes back, little knowing just what part she is going to have in bringing him back safely.

Back in Paris, Betty becomes involved in the French secret service and it is through her clever work in revealing a spy that War- ren's company is saved from sure destruction.

Theodore Kosloff is the spy in the picture, with Sheldon Lewis his accomplice. Both are featured with MacDonald in support.

### Gripping Scene High Spot in Latest Paramount Picture, "New Lives for Old," with Betty Compson

There is an ancient axiom in the show business: "When it makes the actors cry, the scene is great!"

By that standard, Betty Compson rose to greatness during the filming of her current starring picture for Paramount, "New Lives for Old," due at the.....on.....

It was not a particularly difficult scene, as it appeared in the scenario. Betty, as a celebrated Parisian dancer fired with war-time patriotism, was to propose a toast to France. The diners in the cafe were to rise in response to the toast—all save one.

The one who remained seated was a young man in civilian clothes, oddly incongruous in all the motley array of Allied uniforms. Betty, infuriated, was to hurl a glass of wine into his face just as a waiter rushed up, pulled back the table—and disclosed the fact that the civilian had only one leg!

The reaction was to make Betty cry and plead for the young man's pardon, but—

It was not calculated to bring tears to the eyes of the spectators, which is what it did!



Betty Compson starring in Paramount Pictures

## GREAT CAST IN NEW PARAMOUNT

### Betty Compson Starred in "New Lives for Old"

TO take Manager.....'s word for it, it's a brand new Betty Compson who comes to the..... Theatre next.....in the Para- mount picture, "New Lives for Old."

Betty is said to have thrown every ounce of her sparkling personality into this story. It deals with the great love of a famous Parisian dancer, masquerading as a Norman peasant girl, for an American army captain. The period is the closing year of the World War, and it is said one never forgets that behind the intense drama being worked out in the foreground, the war booms a thunderous obligato not far away. Betty becomes involved in the meshes of the French secret service and sacri- fices everything for her country and her love.

Wallace MacDonald, Theodore Kos-loff and Sheldon Lewis are featured at the head of the strong supporting cast. "New Lives for Old" is Mac-Donald's first Paramount picture. He had leading roles in "Thy Name is Woman," "The Spoilers," "The Sea Hawk," etc. MacDonald is the American officer in the picture with whom Betty falls in love. Kosloff, seen recently in Cecil B. DeMille's "The Golden Bed", is cast as a German spy who poses as a Frenchman in the picture. Lewis is Pugin his accomplice.

Other big names in the cast include Jack Joyce, the one-legged vaudeville headliner; Margaret Seddon, Joe Dowling, Helen Dunbar, Gale Henry, Marvel Quivey and Ed. Faust.

"New Lives for Old", directed by Clarence Badger, was adapted for the screen by Adelaide Heilbron.

### Big Aerial Thrill Scenes In "New Lives for Old"

Feats of French and German air pilots in the World War were dupli- cated in Southern California recently—duels high in the air and a plane crashing to earth in a sheet of flame.

Seasoned pilots, many of whom saw actual war service, watched in amazement as these scenes were taken for Betty Compson's new star- ring production for Paramount, "New Lives for Old." It's a story of a French dancer, caught in the net of international intrigue which was spread throughout the world during war-time and forced to sacrifice her career and, it appears, her love for her country. Back of the primary drama is the world war, booming a thunderous obligato.

Clarence Badger directed the pro- duction, due at the.....

### Kosloff Featured in Cast Of New Paramount Picture

It seems like they just won't let Theodore Kosloff be an American!

He had no sooner finished being an Alpine guide in the current Cecil B. DeMille production, "The Golden Bed," than they made him a German spy masquerading as a French army officer for Betty Compson's new Paramount starring picture, "New Lives for Old", coming to the....on.....

Kosloff shares featured honors with Wallace MacDonald and Sheldon Lewis in the new Compson film directed by Clarence Badger.

"New Lives for Old," is a story of the adventures of a celebrated Parisian dancer who becomes involved in the French secret service and sacri- fices everything—even, it appears, her great love—for her country. The time is 1918 and the world war forms a dramatic background.

Playing in support are such well-known players as Jack Joyce, Mar- garet Seddon, Joe Dowling, Helen Dunbar, Gale Henry, Marvel Quivey and Ed. Faust.

### A Bit Twisted

Things are sometimes topsy-turvy in the motion picture business—or



trail of de Montrichard (Kosloff) a German spy masquerading as a French officer.

The picture goes on to show how Betty's clever little trick of disguising as a washerwoman to get possession of some valuable papers is discovered by de Montrichard. The girl is made a prisoner and the spy takes off by airplane to deliver his message. But Betty manages to get in touch with the Intelligence Department and a French plane sets out after him. There is a great fight high in the skies.

Which wins?

Wallace MacDonald plays the part of Hugh Warren; Theodore Kosloff is the spy and Sheldon Lewis, completing the trio of featured players, is Pugin, his accomplice.

Others in the cast are Jack Joyce, Margaret Seddon, Joe Dowling, Helen Dunbar, Gale Henry, Marvel Quivey and Ed. Faust.

Clarence Badger directed the production, which was written for the screen by Adelaide Hellbron.

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MacDonald confesses that, since he worked in his first motion picture eight years ago, he has aspired to work at the Paramount studio in Hollywood.

"And for eight years," he says, "the gateman gave me the fishy eye and barred the gate."

"It's a great feeling to be able to walk past him now, monochalantly flipping the ash from my cigaret."

MacDonald is rapidly becoming one of the screen's most popular leading men. He considers his role as Betty Compson's leading man his most important effort to date.

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There's a strong cast, including Jack Joyce, Joe Dowling, Margaret Seddon and others.

## "New Lives For Old" Story Of War-Time Secret Service

Snatches of the strained, hectic life of war-time pass in review in Betty Compson's newest Paramount starring production, "New Lives for Old" which will be shown.....at the.....Theatre.

Companies of American and French troops in full war panoply move here and there, while around and about them flits Betty—now as a Norman peasant girl; now as a gorgeously gowned Parisian dancer—weaving the beginning of the story net of suspicion and intrigue which culminates in a thundering climax toward the close of the story.

It's a tale of war-time secret service, with Betty as a dancer who is caught in the net and gladly sacrifices everything—even, it appears, her great love—for her country.

Clarence Badger directed the production, which features Wallace MacDonald, Theodore Kosloff and Sheldon Lewis at the head of a strong supporting cast.

## "New Lives for Old" Here

The Paramount picture, "New Lives for Old", starring Betty Compson, opens a run of....days' today at the.....

The story is one of America and France. The time is the summer of 1918. Betty has the role of a French dancer who falls in love with an American army officer, gets mixed up in the French secret service and is decorated for her fine work for her country.

Wallace MacDonald, Theodore Kosloff and Sheldon Lewis are featured in support of the star.

Clarence Badger directed.

For two hours every day she practiced faithfully. By the time the production began she had mastered the intricate steps of the dance she was to portray, and there was nothing artificial about the applause she received from 300 minor players who constituted her audience in the picture.

Her dancing lessons were continued to the final day of production, and by that time Miss Compson had become so interested that she is contemplating dancing lessons as a regular part of her daily routine.

In the story, Kosloff plays a German spy against whom Betty pits her wits and cunning. Theirs is a veiled warfare from beginning to end. It was rather incongruous to see them come from a tempestuous scene and calmly begin rehearsing the dance steps just out of range of the camera.

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Wallace MacDonald, featured with Theodore Kosloff and Sheldon Lewis in the production, plays the officer. Kosloff is a German who poses as a French soldier and Lewis works with him.

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Some of the high spots in the picture, which was adapted for the screen by Adelaide Hellbron, include the airplane fight between a French and German plane in which Kosloff is supposedly sent to his death, only to reappear long afterward in America where he almost ruins the happiness of Betty who has married the American officer. Kosloff, posing now as a French nobleman, has gotten himself engaged to Betty's sister-in-law. Betty and he recognize each other immediately and, needless to say, there is the deuce to pay.

Jack Joyce, Margaret Seddon, Joseph Dowling, Helen Dunbar, Gale Henry, Marvel Quivey and Ed. Faust complete the cast playing in support of Miss Compson in this production, directed for the screen by Clarence Badger.

## Another Good Resolution Gone Wrong

Wallace MacDonald was elated when he was selected for a featured role, in Betty Compson's new Paramount starring picture, "New Lives for Old."

Now he isn't so elated. He has decided that motion pictures have a bad influence on him.

Fired with firm resolves, MacDonald, some time ago, took the pledge never to smoke again. For seven months he shunned the wicked weed.

Then came a sequence in "New Lives for Old" which depicts him as an American army captain, sitting in a dugout in the trenches as a shell explodes and his shelter caves in.

To demonstrate the nonchalance with which the doughboys met these experiences, Director Clarence Badger decided MacDonald should calmly light a cigarette.

He did.

Within the next four hours he had completely ruined one package of cigarettes, and was starting on his second.

Next May, or thereabouts, MacDonald thinks he will take the pledge again.

Theodore Kosloff and Sheldon Lewis are featured with MacDonald in the cast of the picture, coming to the.....Theatre on..... Clarence Badger directed the production.

The picture shows, how Betty, as Olympe, gets mixed up with the French secret service, trails a German spy, intercepts a message he sends to the front and so saves MacDonald's company. Betty and he are married and go to America where more excitement awaits.

## MR. EDITOR—

Here is something which will interest you:

An important survey, containing information of vital value gathered from the public, was recently completed by the Kinema Theatre, Fresno, California. Questionnaires were filled out by a large number of patrons of the Kinema, a representative house catering to a high-class fan audience. In addition, personal investigators were sent out. They interviewed nearly 1,600 people, representing all classes. The compilation of results was made by Beaumont & Hohman, an advertising agency of Fresno.

Here are the two sections of the survey that apply to you:

DO YOU FOLLOW MOTION PICTURE ITEMS IN PAPERS?

Yes 98.5%  
No 1.5%

This conclusively shows the reader interest in motion picture news. It is a circulation builder.

DO YOU DISCUSS PICTURES WITH YOUR FRIENDS?

Yes 97.5%  
No 2.2%

These results should be of utmost importance to newspaper editors because it shows the widespread interest in motion pictures.

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(Review No. 2)

They're offering "New Lives for Old" at the.....Theatre this week.

It's Bett Compson's newest Para- mount starring picture directed by Clarence Badger and featuring Wal- lace MacDonald, Theodore Kosloff and Sheldon Lewis in principal roles.

Betty's role is that of a girl of dual personality a French dancer who spends her off time as a peasant girl on a little arm in Normandy.

Back in Paris, Betty becomes ac- quainted with a member of the French Intelligence Department who induces her to use her influence over "Major" de Montrichard (Kosloff) to learn something of his secret deal- ings. It develops that de Montrichard is really an enemy spy and it is up to Betty to get the goods on him". This she proceeds to do and later learns that she has saved the division of the man she loves.

The scene then shifts to America with Warren and Betty happily married. The girl is introduced to Hugh's sister, a French nobleman, engaged to Hugh's sister.

to be de Mon- trichard from the past r Olympe. She is e lie to his false rmer acquaintance r husband's mo- and the hostile atti- tude of or and Mrs. Warren, ave the house, when a secret service agent, op- pears and paves the way ending.

n air of mystery running "New Lives for Old." It edly, Betty's best picture to date.

Closes Today

The an- owings of the Para- mount pict "New Lives for Old," which open at the..... Theatre, will take place there today.

Betty Compson is the star of the production with Wallace MacDonald, Theodore Kosloff and Sheldon Lewis featured at the head of the strong cast.

The stor- one of Paris in war- time, with Betty as a gay French dancer who comes involved in her country's intelligence service. Kos-loff has the role of a German spy, whom Betty tacks to earth.

Other big names appear in the cast. dger directed.

STAR CUTS—

Above are the one-column half-top e and line star cuts of Betty Compson.

Half- ones are all 55-screen and show up unusually well on any new- sspaper stock.

Star- cuts may be obtained in one, two o and three columns. There- re also circle thumb- nail cuts in both coarse and fine sizes.

By simply adding a little copy and border these cuts may be made into attractive ads.

Don't forget to specify style when ordering.



It is a...  
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They're...  
Old" at...  
week. week...  
It's Betty...  
Compson's newest Para-  
mount sta-  
ring picture directed by  
Clarence Badger and featuring Wal-  
lace MacDonald, Theodore Kosloff  
and Sheldon Lewis in principal roles.  
Betty's role is that of a girl of dual  
personality—a French dancer who  
spends her off time as a peasant girl  
on a little farm in Normandy.  
Back in Paris, Betty becomes ac-  
quainted with a member of the  
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mount picture "New Lives for Old,"  
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Betty Compson is the star of the  
production, with Wallace MacDonald,  
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The story is one of Paris in war-  
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Other big names appear in the cast.  
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Kosloff, featured with Wallace MacDonald and Sheldon Lewis in the picture, portrays this role. MacDonald is cast as Hugh Warren, an American officer whom Betty meets on her aunt's farm in Normandy where his company is billeted on its way up to the front. Lewis is in league with Kosloff in the production, which was adapted for the screen by Adelaide Heilbron.  
Betty later learns that by intercepting a message from de Montrichard to his superior officer she had saved the life of Warren. Hugh and the girl are married and go to America, where the old life seems about to pass for Betty and a new one open up before her. But, by a queer twist of fate, de Montrichard, who has escaped, is in Washington and not only that, he is engaged to marry Hugh's sister.  
Here's a situation. Betty and the spy come face to face; there is instant recognition and.....?

Jack Joyce, Joe Dowling, Ed. Faust, Margaret Seddon, Helen Dunbar are among the more prominent players in the supporting cast of the picture.

### Betty Compson Has Role of Girl Who Leads Two Lives in Paramount Picture, "New Lives for Old"

A famous Parisian dancer and a peasant girl on her aunt's farm in Normandy at one and the same time is the role—or roles, as you will, Betty Compson plays in her new Paramount picture, "New Lives for Old," coming to the..... Theatre next.....

As the picture opens, we find Betty, as Olympe, in her cafe in Paris, the meeting place of soldiers on their way to the front, men on leave.

The scene shifts and we see the girl in the little French village, attired in quaint costume, wooden shoes, etc.—quite a contrast to the bizarre Olympe, toast of the French capital.

Under these conditions, Betty meets Hugh Warren (Wall MacDonald). His company is billeted on her aunt's farm on its way to the front. It's a case of love at first sight and the girl is going to wait until he comes back, little knowing just what part she is going to have in bringing him back safely.

Back in Paris, Betty becomes involved in the French secret service and it is through her clever work in revealing a spy that Warren's company is saved from sure destruction.

Theodore Kosloff is the spy in the picture, with Sheldon Lewis his accomplice. Both are featured with MacDonald in support.

### Gripping Scene High Spot in Latest Paramount Picture, "New Lives for Old," with Betty Compson

There is an ancient axiom in the show business:  
"When it makes the actors cry, the scene is great!"

By that standard, Betty Compson rose to greatness during the filming of her current starring picture for Paramount, "New Lives for Old," due at the..... on.....

It was not a particularly difficult scene, as it appeared in the scenario. Betty, as a celebrated Parisian dancer fired with war-time patriotism, was to propose a toast to France. The diners in the cafe were to rise in response to the toast—all save one.

The one who remained seated was a young man in civilian clothes, oddly incongruous in all the motley array of Allied uniforms. Betty, infuriated, was to hurl a glass of wine into his face just as a waiter rushed up, pulled back the table—and disclosed the fact that the civilian had only one leg!

The reaction was to make Betty cry and plead for the young man's pardon, but—

It was not calculated to bring tears to the eyes of the spectators, which is what it did!

The young man was Jack Joyce, recent recruit from vaudeville. When Director Clarence Badger called "Camera!" indicating that scene was to begin, he did not notice that a group of players from other Paramount companies—Jack Holt, Lois Wilson and others, had gathered behind him.

The scene proceeded. It went as directed. In the intense reaction from her mood of fury, Betty became hysterical. The young man wept. The minor players gathered about wept. And tears stood in the eyes of Theodore Kosloff, Sheldon Lewis, Wallace MacDonald—and even Director Badger himself.

"It was undoubtedly the greatest emotional scene I ever saw," the director said.

**PARAMOUNT EXPLOITEERS**

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
DANZIGER, WILLIAM	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
		(and San Antonio, Tex.)
EAGLES, HARRY C.	2017 Third Avenue	Seattle, Wash.
ESHENFELDER, GEORGE	110 N. Lee Street	Jacksonville, Fla.
		(and Charlotte, N. C.)
GAMBRILL, GEORGE	3721 Washington Blvd.	St. Louis, Mo.
GEYER, ERNEST	51 Luckie St.	Atlanta, Ga.
HAAS, J. A.	444 Glisan St.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN P.	8 Shawmut St.	Boston, Mass.
		(and Portland, Me.)
MENDELSSOHN, WILLIAM	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL B.	1327 S. Wabash Ave.	Chicago, Ill.
PICKERING, HAROLD W.	133 E. 2nd St.	Salt Lake City, Utah
RENAUD, KENNETH	2949 Cass Avenue	Detroit, Mich.
ROBSON, WILLIAM N.	1018 Forbes St.	Pittsburgh, Pa.
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
TAYLOR, WM.	514 Grand Ave.	Oklahoma City, Okla.
THOMAJAN, P. K.	113 S. Monroe St.	Peoria, Ill.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	38 S. Capitol Ave.	Indianapolis, Ind.
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WIEST, JAMES M.	1610 Davenport St.	Omaha, Nebr.
		(and Des Moines, Iowa)
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
ZELTNER, IRWIN	62 N. State St.	Wilkes Barre, Pa.

American officer in the picture with whom Betty falls in love. Kosloff, seen recently in Cecil B. DeMille's "The Golden Bed", is cast as a German spy who poses as a Frenchman in the picture. Lewis is Pugin his accomplice.

Other big names in the cast include Jack Joyce, the one-legged vaudeville headliner; Margaret Seddon, Joe Dowling, Helen Dunbar, Gale Henry, Marvel Quivey and Ed. Faust.  
"New Lives for Old", directed by Clarence Badger, was adapted for the screen by Adelaide Heilbron.

### Big Aerial Thrill Scenes In "New Lives for Old"

Feats of French and German air pilots in the World War were duplicated in Southern California recently—duels high in the air and a plane crashing to earth in a sheet of flame.

Seasoned pilots, many of whom saw actual war service, watched in amazement as these scenes were taken for Betty Compson's new starring production for Paramount, "New Lives for Old." It's a story of a French dancer, caught in the net of international intrigue which was spread throughout the world during war-time and forced to sacrifice her career and, it appears, her love for her country. Back of the primary drama is the world war, booming a thunderous obligato.

Clarence Badger directed the production. due..... at the.....

### Kosloff Featured in Cast Of New Paramount Picture

It seems like they just won't let Theodore Kosloff be an American!

He had no sooner finished being an Alpine guide in the current Cecil B. DeMille production, "The Golden Bed," than they made him a German spy masquerading as a French army officer for Betty Compson's new Paramount starring picture, "New Lives for Old", coming to the..... on.....

Kosloff shares featured honors with Wallace MacDonald and Sheldon Lewis in the new Compson film directed by Clarence Badger.

"New Lives for Old," is a story of the adventures of a celebrated Parisian dancer who becomes involved in the French secret service and sacrifices everything—even, it appears, her great love—for her country. The time is 1918 and the world war forms a dramatic background.

Playing in support are such well-known players as Jack Joyce, Margaret Seddon, Joe Dowling, Helen Dunbar, Gale Henry, Marvel Quivey and Ed. Faust.

### A Bit Twisted

Things are sometimes topsy-turvy in the motion picture business—or so, at least, Betty Compson has discovered.

Miss Compson is starred in the new Paramount production, "New Lives for Old." The story transpires during the World War. There are uniforms everywhere.

In one morning, sitting on the set, Miss Compson discovered the following:

Eleven Americans in French uniforms.

Three Italians in Canadian uniforms.

Two Swedes and seven Englishmen in Belgian uniforms.

Two Belgians in Italian uniforms.

And three Canadians, including Wallace MacDonald, featured player, in American uniforms.

Theodore Kosloff, a Russian, wears a French uniform.

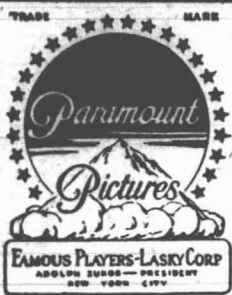
So does Sheldon Lewis, an American of English descent.

Miss Compson herself appears as a French dancer—and she was born in Utah.

Strangest of all, perhaps, was the fact that the man who acted as technical advisor on the various uniforms was R. A. Blaydon, a Canadian captain during the war, twice wounded, and authority on bayonet fighting—and he was working as a property man and wore no uniform at all!

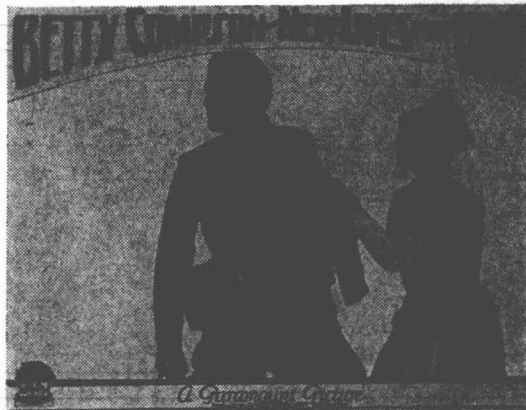
"New Lives for Old" MacDonald, Kosloff and Lewis featured in support of the star, opens a..... days' run on..... at the..... Theatre.





# "New Lives for Old" PARAMOUNT PAPER THAT P

"If It's Worth Running, It's Worth A



SET OF EIGHT COLORED LOBBY CARDS

## It's Colored INSERT CARDS

Insert cards are t handy men  
of the poster ly—you'll  
find a doze erent uses  
for them. And re cheap!

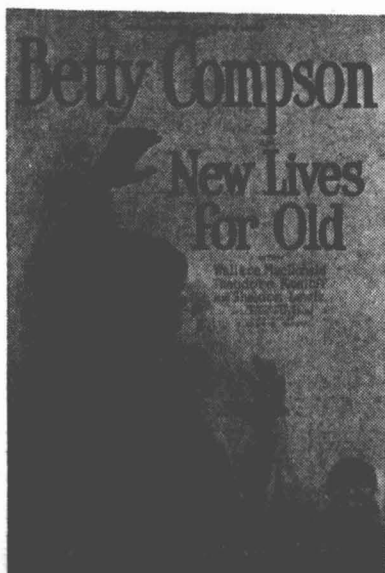
## Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

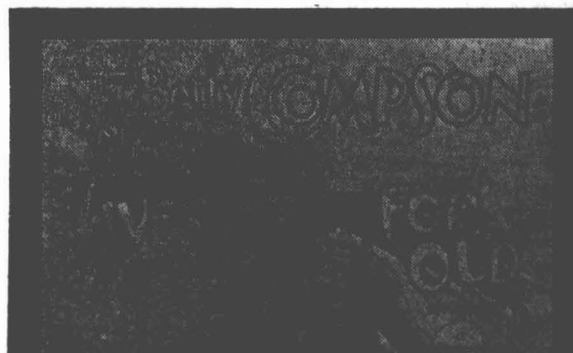
NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising			
POSTERS			
One Sheet (1A and 1B).....	.15	Two Column .....	.10
Three Sheet (2A and 2B).....	.45	Supplementary (Two Column). (Adv. Only) .....	.10
Six Sheet (4A).....	.75	Three Column .....	.15
Twenty-four Sheet (24A).....	2.40	Four Column (Adv. Only).....	.25
PHOTOS FOR YOUR LO		FOR GENERAL EXPLOITATION	
22 x 28 (Colored) .....	.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)... ..	1.50
22 x 28 (Black & White) .....	.20	Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 (Black & White) .....	.20	22 x 28 Gilt Frames .....	1.50
For Newspaper Ads			
ADVERTISING CUTS			
One Column .....	.25	Heralds, per thousand .....	3.00
Two Column .....	.65	Cross Word/Puzzle Book.....	.08
Supplementary (Two Column).....	.25	Window Card .....	.07
MATS, ADVERTISING, PRODUCTION, ETC.		Announcement Slide .....	.15
One Column .....	.05	Publicity Photos, Each.....	.10
		Trailers—National Screen Service	
		126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive St., Los Angeles, Cal.	

Press Books and Music Cues are gratis.



Don't keep the pictures you run  
a secret. There's cash in the  
flash of peppy Paramount paper!





# New Lives for Old" PER THAT PACKS THE PUNCH

Worth Running, It's Worth Advertising"

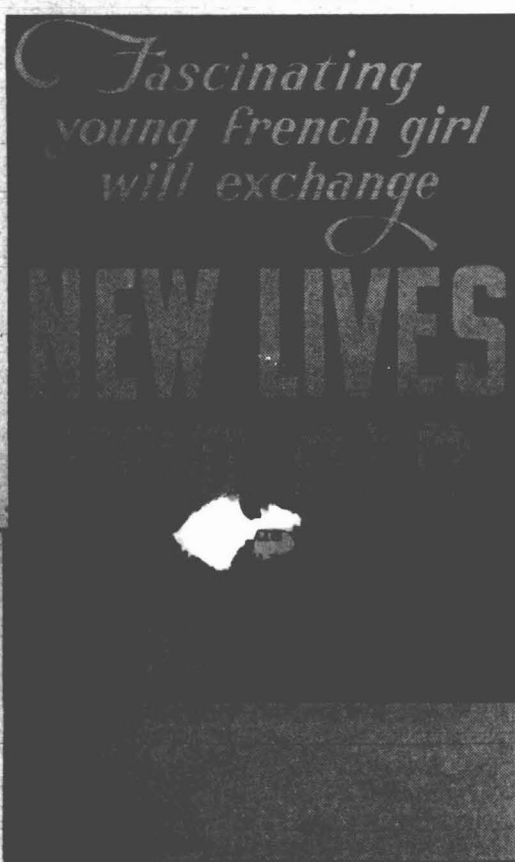


## It's Colored INSERT CARD

Insert cards are the handy men of the poster world—you'll find a dozen different uses for them. And they're cheap!



CLASSY LOBBY DISPLAY—EACH 11" x 14"



Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!

## Catchy Ad Copy

The Old Life—Paris, jazz, flirtations, fame. The New Life—New York, home, happiness, love—'til the scandals of the Old crept into the New!

To win a man's love she gave up the Old Life—and then the ghost of her past came to threaten her future.

He thought he was marrying a French peasant girl—and she was really the most notorious woman in Paris.

Can a notorious woman don a cloak of respectability when she marries and thus shut out the intrigues of her colorful past?

New thrills for thrill-seekers—  
New gowns for fashion-lovers—  
New honors for Betty—  
"New Lives for Old."

Betty Compton's new picture is worth two of her old ones. Make sure you see it!





## SET OF EIGHT COLORED LOBBY CARDS

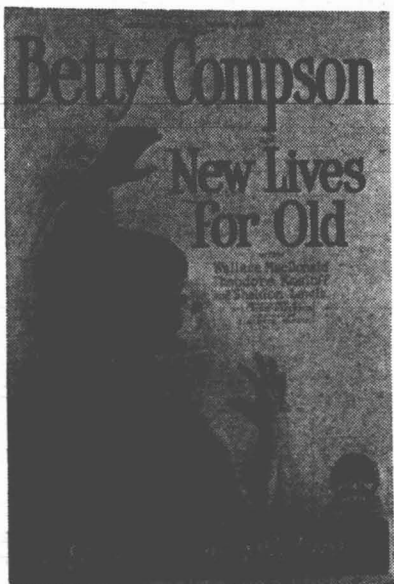
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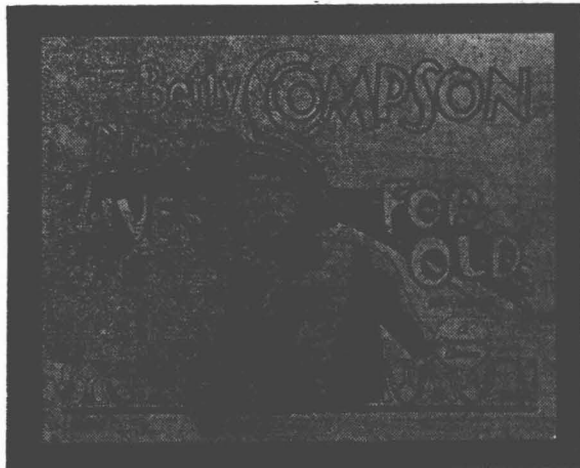
For Outdoor Advertising POSTERS		Two Column . . . . .		FOR GENERAL EXPLOITATION	
One Sheet (1A and 1B) . . . . .	\$ .15	Supplementary (Two Column) (Adv. Only) . . . . .	.10	GILT-EDGED FRAMES, (Size 17 x 43 in.) . . . . .	1.50
Three Sheet (3A and 3B) . . . . .	.75	Three Column . . . . .	.15	Insert Cards (14 x 36 in. to fit above) . . . . .	.25
Six Sheet (6A) . . . . .	2.40	Four Column (Adv. Only) . . . . .	.25	22 x 28 Gilt Frames . . . . .	1.50
Twenty-four Sheet (24A) . . . . .	2.40				
PHOTOS FOR YOUR LO					
22 x 28 (Colored) . . . . .	.40				
11 x 14 (Colored) . . . . .	.20				
For Newspaper Ads ADVERTISING CUTS					
One Column . . . . .	.35	Heralds, per thousand . . . . .	3.00		
Two Column . . . . .	.65	Cross Word/Puzzle Book . . . . .	.08		
Supplementary (Two Column) . . . . .	.25	Window Card . . . . .	.07		
MATS, ADVERTISING, PRODUCTION, ETC.		Announcement Slide . . . . .	.15		
One Column . . . . .	\$ .05	Publicity Photos, Each . . . . .	.10		
		Trailers—National Screen Service			
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		845 So. Wabash Ave., Chicago, Ill.			
		917 So. Olive St., Los Angeles, Cal.			

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One Sheet Poster 1A

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



Colored Lobby Card (22" x 28")



Three Sheet Poster 3A



Six Sheet Poster 6A

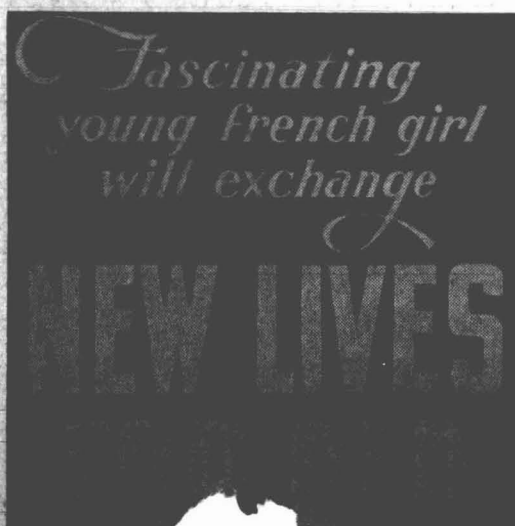


Twenty-four Sheet Poster 24A



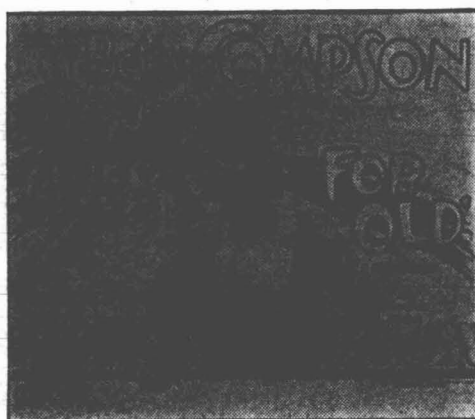


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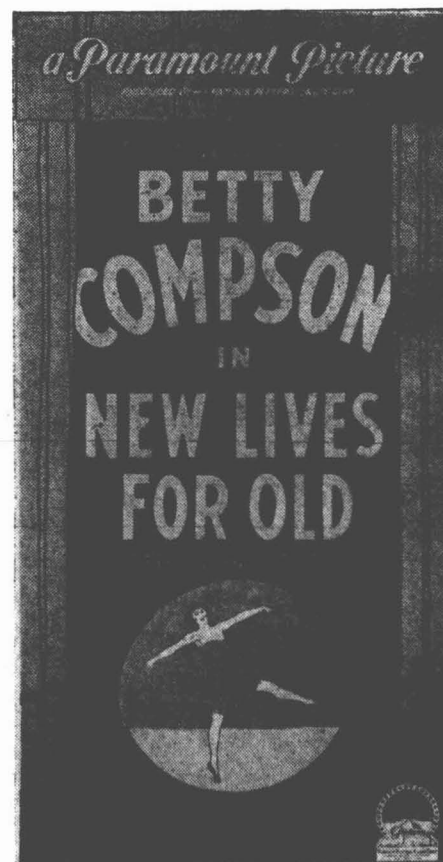
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One Sheet Poster 1B



Three Sheet Poster 3B

Six Sheet Poster 6A

Twenty-four Sheet Poster 24A



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